

We Claim:

1. A method for identifying individuals in a population having a greater probability than other individuals in the population of influencing the choices made by individuals in the population comprising:
 - a. formulating queries to be answered by an individual in a population such that the answers by an individual in a population indicate whether the individual has a greater probability than other individuals in the population of influencing choices made by individuals in the population;
 - 10 b. providing the queries to individuals in the population; and
 - c. analyzing the answers by the individuals in the population to determine which of the individuals in the population have a greater probability than other individuals in the population of influencing choices made by individuals in the population.
2. The method of claim 1 wherein at least three of the queries answered by the individual in the population in the affirmative indicates whether the individual has a greater probability than other individuals in the population of influencing choices made by individuals in the population.
3. The method of claim 1 wherein the choices made by individuals are selected from the group consisting of:

consumer product decisions, consumer service decisions, political issue decisions,
political candidate decisions, personal finance decisions, investment decisions,
5 real estate decisions, insurance decisions, travel decisions, and leisure decisions.

4. The method of claim 1 wherein the queries are based on factors selected from the
group consisting of:

written or called any politician at the state, local, or national level; attended a
political rally, speech, or organized protest of any kind; attended a public meeting
5 on town or school affairs; held or run for political office; served on a committee
for some local organization; served as an officer for some club or organization;
written a letter to the editor of a newspaper or magazine or called a live radio or
TV show to express an opinion; signed a petition; worked for a political party;
made a speech; written an article for a magazine or newspaper; and been an active
10 member of any group that tries to influence public policy or government.

5. The method of claim 1 wherein the queries are based on factors selected from the
group consisting of:

written or called any politician or contacted any government official at local
regional or national level; attended a political rally, speech or event; attended a
5 public meeting on town or school affairs; led or served on a committee of some
local organization; written a letter to the editor of a newspaper or magazine or
called a live radio or TV show to express an opinion; made a speech or gave a talk
to a group; been an active member of a group that tries to influence public policy

10 or create change in the community; asked a question in a public meeting; made a
complaint to a store, company, or organization; made a sizable donation to a local
or national organization; attended business lunches or dinners on a regular basis,
and organized a special social event.

6. A method for identifying individuals in a population having a greater probability
than other individuals in the population of influencing the choices made by individuals in
the population comprising:

- 5 a. formulating queries to be answered by an individual in a population such that
the answers by an individual in a population indicate whether the individual
has a greater probability than other individuals in the population of
influencing choices made by individuals in the population;
- b. providing the queries to individuals in the population;
- 10 c. analyzing the answers by the individuals in the population to determine which
of the individuals in the population have a greater probability than other
individuals in the population of influencing choices made by individuals in the
population;
- 15 d. identify a group comprised of the individuals who provided the answers to the
questions that support the greater probability of influencing the choices made
by individuals in the population;

e. applying additional informational data to the identified group to assess a relationship between the additional informational data and the identified group; and

20 f. applying the assessed relationship to a second population of individuals to determine which of the individuals in the second population having a greater probability than other individuals in the second population of influencing the choices made by individuals.

7. The method of claim 6 wherein at least three of the queries answered by the individual in the population in the affirmative indicates whether the individual has a greater probability than other individuals in the population of influencing choices made by individuals in the population.

8. The method of claim 6 wherein the choices made by individuals are selected from the group consisting of:

5 consumer product decisions, consumer service decisions, political issue decisions, political candidate decisions, personal finance decisions, investment decisions, real estate decisions, insurance decisions, travel decisions, and leisure decisions.

9. The method of claim 6 wherein the queries are based on factors selected from the group consisting of:

written or called any politician at the state, local, or national level; attended a political rally, speech, or organized protest of any kind; attended a public meeting

5 on town or school affairs; held or run for political office; served on a committee
for some local organization; served as an officer for some club or organization;
written a letter to the editor of a newspaper or magazine or called a live radio or
TV show to express an opinion; signed a petition; worked for a political party;
made a speech; written an article for a magazine or newspaper; and been an active
10 member of any group that tries to influence public policy or government.

10. The method of claim 6 wherein the queries are based on factors selected from the
group consisting of:

written or called any politician or contacted any government official at local
regional or national level; attended a political rally, speech or event; attended a
5 public meeting on town or school affairs; led or served on a committee of some
local organization; written a letter to the editor of a newspaper or magazine or
called a live radio or TV show to express an opinion; made a speech or gave a talk
to a group; been an active member of a group that tries to influence public policy
or create change in the community; asked a question in a public meeting; made a
10 complaint to a store, company, or organization; made a sizable donation to a local
or national organization; attended business lunches or dinners on a regular basis;
and organized a special social event.

11. The method of claim 6 wherein the additional informational data is based on
factors selected from the group consisting of:

household size, household income, occupation, presence of young adult in household, retail purchase activity, political affiliation, corrective lenses, golf participant, cd player owner, personal or home computer owner, pc operating system type, religious or inspirational reader, religiously active, active in theater or performing arts, active in general arts or culture, active in current affairs or politics.

12. A system for identifying individuals in a population having a greater probability than other individuals in the population of influencing the choices made by individuals in the population comprising:

- a. a database populated with answers to queries by individuals in a population such that the answers by an individual in a population indicate whether the individual has a greater probability than other individuals in the population of influencing choices made by individuals in the population; and
- b. a processor for analyzing the answers by the individuals in the population to determine which of the individuals in the population have a greater probability than other individuals in the population of influencing choices made by individuals in the population.

13. The system of claim 12 wherein at least three of the queries answered by the individual in the population in the affirmative indicates whether the individual has a greater probability than other individuals in the population of influencing choices made by individuals in the population.

14. The system of claim 12 wherein the choices made by individuals are selected from the group consisting of:

consumer product decisions, consumer service decisions, political issue decisions, political candidate decisions, personal finance decisions, investment decisions,
5 real estate decisions, insurance decisions, travel decisions, and leisure decisions.

15. The system of claim 12 wherein the queries are based on factors selected from the group consisting of:

written or called any politician at the state, local, or national level; attended a political rally, speech, or organized protest of any kind; attended a public meeting
5 on town or school affairs; held or run for political office; served on a committee for some local organization; served as an officer for some club or organization; written a letter to the editor of a newspaper or magazine or called a live radio or TV show to express an opinion; signed a petition; worked for a political party; made a speech; written an article for a magazine or newspaper; and been an active
10 member of any group that tries to influence public policy or government.

16. The system of claim 12 wherein the queries are based on factors selected from the group consisting of:

written or called any politician or contacted any government official at local regional or national level; attended a political rally, speech or event; attended a
5 public meeting on town or school affairs; led or served on a committee of some

local organization; written a letter to the editor of a newspaper or magazine or called a live radio or TV show to express an opinion; made a speech or gave a talk to a group; been an active member of a group that tries to influence public policy or create change in the community; asked a question in a public meeting; made a complaint to a store, company, or organization; made a sizable donation to a local or national organization; attended business lunches or dinners on a regular basis; and organized a special social event.

17. A system for identifying individuals in a population having a greater probability than other individuals in the population of influencing the choices made by individuals in the population comprising:

- a. a database populated with answers to queries by individuals in a population such that the answers by an individual in a population indicate whether the individual has a greater probability than other individuals in the population of influencing choices made by individuals in the population;
- b. a processor for analyzing the answers by the individuals in the population to determine which of the individuals in the population have a greater probability than other individuals in the population of influencing choices made by individuals in the population;
- c. a processor for identifying a group comprised of the individuals who provided the answers to the questions that support the greater probability of influencing the choices made by individuals in the population;

- 15 d. a database populated with additional informational data;
- e. a processor for applying the additional informational data to the identified
 group to assess a relationship between the additional informational data and
 the identified group;
- f. a database populated with the additional informational data of a second
20 population of individuals; and
- g. a processor for applying the assessed relationship to the second population of
 individuals to determine the individuals in the second population having a
 greater probability than other individuals in the second population of
 influencing the choices made by individuals.

18. The system of claim 17 wherein at least three of the queries answered by the individual in the population in the affirmative indicates whether the individual has a greater probability than other individuals in the population of influencing choices made by individuals in the population.

19. The system of claim 17 wherein the choices made by individuals are selected from the group consisting of:

- consumer product decisions, consumer service decisions, political issue decisions,
 political candidate decisions, personal finance decisions, investment decisions,
5 real estate decisions, insurance decisions, travel decisions, and leisure decisions.

20. The system of claim 17 wherein the queries are based on factors selected from the group consisting of:

written or called any politician at the state, local, or national level; attended a political rally, speech, or organized protest of any kind; attended a public meeting
5 on town or school affairs; held or run for political office; served on a committee for some local organization; served as an officer for some club or organization; written a letter to the editor of a newspaper or magazine or called a live radio or TV show to express an opinion; signed a petition; worked for a political party; made a speech; written an article for a magazine or newspaper; and been an active
10 member of any group that tries to influence public policy or government.

21. The system of claim 17 wherein the queries are based on factors selected from the group consisting of:

written or called any politician or contacted any government official at local regional or national level; attended a political rally, speech or event; attended a
5 public meeting on town or school affairs; led or served on a committee of some local organization; written a letter to the editor of a newspaper or magazine or called a live radio or TV show to express an opinion; made a speech or gave a talk to a group; been an active member of a group that tries to influence public policy or create change in the community; asked a question in a public meeting; made a
10 complaint to a store, company, or organization; made a sizable donation to a local or national organization; attended business lunches or dinners on a regular basis; and organized a special social event.

22. The system of claim 17 wherein the additional informational data is based on factors selected from the group consisting of:

household size, household income, occupation, presence of young adult in household, retail purchase activity, political affiliation, corrective lenses, golf participant, cd player owner, personal or home computer owner, pc operating system type, religious or inspirational reader, religiously active, active in theater or performing arts, active in general arts or culture, active in current affairs or politics.